

GREMLIN NEWS

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SAFARI

A big game adventure from Gremlin



Although wild Africa is almost gone, Gremlin has preserved some of the great wildlife, adventure and thrills of The Dark Continent in a new video game, Safari. Now it's the player's turn to battle the jungle.

A lone hunter has 90 seconds to shoot any or all four wild animals.

The serpent—worth 100 points—is a low-down snake in the grass so watch your step. He strikes first and asks questions later. His bite will give you more than a fright.

The boar—worth 200 points—is an ill-tempered relative of the hippopotamus. He lives in burrows in the earth but often wanders far out onto plains to graze. When cornered, he can be very pig-headed so beware.

The lion—worth 100 points—is not to be taken lightly when hunting or patrolling his territory. The king of beasts has no equal when angered. Besides, he's not one to pass up a free meal.

The vulture—worth 300 points—greedily moves in on a kill and plunges his head into the carcass. He picks every bone clean, whether man or beast.

Watch out for the new generation of video games that exploded last month at Gremlin Industries. Our first entry in the field of thematic games is DepthCharge. It's an action-packed, sound-sensation with complex imagery of battleships, depth charges and submarines.

Until now, we've led the industry in abstract, right angle strategy games such as Hustle, Blockade and CoMotion. But management is dedicated to building a broad product line.

Offensive action for DepthCharge is two-fold: maneuver a battleship into position and launch depth charges from either side. The object is to sink as many high-point submarines as possible during the time limit.

Defensive action is to keep the ship away from mines randomly released by the subs. When hit, the score is cut in half before another ship comes to the scene of the battle.

A single player must accumulate 500 points to qualify for the 45-second overtime. Even if he doesn't make it, there's still a bonus because the computer adds 30 extra points for every sunken submarine tallied in the "graveyard" at the bottom of the screen.

"It's a nice touch," said Frank Fogelman, Gremlin president. "At the end of the game, you're still not sure what your score is, so there's a lot of tension waiting for the outcome."

Between games, the high score to date is recorded on screen for added incentive.

"When you see that somebody scored 3200, you really want to beat him," Fogelman continued.

"And you'll spend a couple more bucks trying to do it."

NO EASY SHOT

The beginning player can have a great time with DepthCharge. But

The animals in Safari move faster and faster as the hunt progresses. They may take refuge behind the trees. But when they reappear, the hunter is in danger because the frenzied animals are out to get him.

If an animal strikes the hunter, he falls, with a time lost penalty for returning to the safety of his hut.

Gremlin's famous audio engineering have recreated the jungle and its wild creatures with sound-sensational effects in this game.

Granted, it's not the safari of Teddy Roosevelt's day, when hunters traveled on foot, mule or horseback and drank from mudholes. Nor is it the luxury safari of the 1920's, which included great feasts, fine wines and electric generators.

This is Gremlin's Safari, a r-r roaring action game for big game players.



the more skill he develops, the more challenging it becomes.

"There's no straight line to the target," said Fogelman. "With the subs moving at different speeds, you must anticipate where each will be at the time your depth charge reaches that particular depth. You actually triangulate the distance."

Also, the high-score subs near the bottom are hardest to hit. There's much more distance to judge. And low point submarines near the surface explode depth charges aimed for high point submarines below.

"A good player can avoid being sunk while knocking out 70 per cent of the subs," said Fogelman. "It's that last 30 per cent that's hardest to achieve. That's what makes this such a good game. It can be enjoyed at any level."

A SOUND SENSATION

One of the biggest features of DepthCharge is the spectacular explosion, sinking and water sounds. Its sonar sound is particularly realistic.

"We called the Navy and asked to borrow tapes of the real thing," Fogelman explained. "They couldn't do that, but said if we played ours back to them, they'd tell us if we were right."

Gremlin is the only game company to make volume control easily accessible in the front panel.

"When we put a lot of time and effort into creating good sound effects, it kills us to walk into a place where the bartender turned the sound completely off because he couldn't turn it down. It's a big part of the game wasted."

NEW AND IMPROVED

DepthCharge could be called DepthCharge II because this is the second version. The original was ready a year ago but didn't meet high Gremlin standards in arcade tests.

"It takes guts to redo a game," concluded Fogelman. "When you've got it ready, you want to ship it right away and make some money. Instead, we spent more money and time to fine tune it, adding another full market test. Now DepthCharge has all the polished elements that make a good game. Most important—repeat play."



Gremlin employees Cindy Tashima and Tony Sorenson engage in a DepthCharge competition.

• **TENPIN is remote-control bowling to keep the profit ball rolling**

**If you're
man enough
to play
around...**

Henry Hudson's boys merrily lawn
bowl and to [redacted] the players in Tenpin, a
bright characterization of "Rip
Van Winkle".

This latest entry from Gremlin, undisputed leader in wall games, allows one or two players to develop their timing and coordination skills. At the same time, rough and rowdy sound effects bring the old Dutchmen and their folly back to life.

Scoring is simple. There are 20 points for a strike and 15 for a spare. When the second ball is a miss or a gutter ball, single points are given for pins knocked over on both rolls.

Here's how you play. When the Dutchman's arm swings by, get ready. Watch the light cycle and press the button for the ball path of your choice. If you get a strike, the board goes wild with excitement: lightning strikes the flying pins, two spectators clink mugs, the strike sign lights up and the slumbering Rip Van Winkle awakens with a start.

If you miss and leave some pins standing, don't hesitate to try again for the spare. If you roll a gutter ball, a frog will croak your misfortune.

Tenpin. It's really a striking game that rivals one of America's oldest and most popular participation sports.



If you've seen Charlie's Angels on TV, now's your chance to see The Gremlins Girls in action—they're the darlings of operators and distributors round the world.

Come play around with The Gremlin Girls at the Gremlin Booth anytime during the convention. You'll be surprised how much fun it can be to play a new Gremlin game called DenthCharge.

If you score (points, of course), you win a numbered certificate that gives you a chance for an all-expenses paid weekend in Las Vegas plus \$1000 in chin money.

Time's running out for you to earn your certificate of performance. Who knows? Your number may be the big winner at the super-sensational drawing. So hurry over to the Gremlin booth. Don't be shy. Tell the Gremlin Girls I want to play around.



Sabrina Osmen

Michele Anderson

It's time to HUSTLE

Ever since the Gremlin Girl started hustling operators and distributors on location, Hustle has come out leaps and bounds ahead of conventional video games.

Video games.
Speed, sound, difficulty and surprise leave players panting to play again. Hustle also has a replay option and continuous score read-out that add to the excitement.

the excitement. One or two players can steer an arrow with four directional buttons. They aim for 100 to 900-point targets that appear and disappear at random.

Watch out! If you hit your opponent's arrow or your own arrow's tail, or if you run into the outer margin of the screen, you loose 400 points. All points showing on the screen are also subtracted from your score.

Anyone who goes after mystery targets goes at his own risk. You can gain or lose up to 900 points, but you never know until you hit the target.

As soon as the game is over, advertisement resumes.

Hustle's popularity in the cabinet model can't satisfy the hearty appetites of distributors and operators. So they've made additional requests for Hustle in the table version.

We don't expect to go into full production, but we promise to fill all such special orders as our schedules permit," said Frank Fogelman, Gremlin Industries president.

Hustle is a truly unique concept in video games. No wonder it turns first time players into steady players in 45 seconds or less.



Joe Robbins, Empire Distributing executive vice president, with Gremlin Girl Sabrina Osment at Hustler's booth.

• COMOTION has two ways to win new players

Steer trap escape crash the brief swift screen action and resounding boom sound of CoMotion demand attention from two, three or four players.

It comes in two versions, standup table or cocktail table. Both are based

on the popular video game, Blockade, named "Best of Show" last year at the MOA Convention in Chicago.

CoMotion has maintained a steady sales pace through the year because standing up or sitting down, players stay, pay, and play.



"CoMotion" causes commotion in any crowd.

From whence did the Gremlin girls come and where do they go?

The Gremlin Girls are the brain children of Gremlin's C. Malcolm ("Mr. Fantastic") Bains. He began his now renowned road tour last April with one Gremlin Girl, an 11-city itinerary and a spirited new video game, Hustle.

The Gremlin Girl challenged distributors and operators to beat her two out of three games—and win a cool, crisp \$100 bill.

"You learn to play pretty hard when you're giving away money," said Sabrina Osment with a winning smile.

And play hard she did the following month with a nine-city tour that barely left her time to complain about her "Hustle elbow."

Malcolm and The Gremlin Girl did get a breather when Gremlin's Lynne Reid and President Frank Fogelman opened the show in three West Coast cities.

But in June, Sabrina and Malcolm were on the road again. This time they covered a mere 11 U.S. cities and six foreign countries.

"We only had one problem overseas," revealed Malcolm in a rare moment of candor. "Calculating the rate of exchange at the moment of the Gremlin Girl's defeat."

He noted that distributors here and abroad were totally amazed by the volume of sales generated during his road shows.

"American operators insisted on taking machines right off the floor and European orders demanded immediate air shipment," he confessed.

It was showtime again last month, but with new additions to the cast Gremlin's first thematic game was introduced—DepthCharge—with the chance to win a trip to Las Vegas and \$1000 in chip money.

On stage right was the new remote-control bowling game, Tenpin.

Also, Malcolm presented a second Gremlin Girl, Michele Anderson (double

your pleasure, double your fun, or so they say).

The curtain went up in Miami at the Florida Amusement and Merchandising Association convention, where both Gremlin Girls played their hearts out and DepthCharge got a standing ovation from operators.

The tireless trio flew off to Philadelphia for an Eastern Music open house. They even squeezed in a four-country tour before the NAMA.

Following the AMOA convention, they'll do a curtain call in New Orleans next month at the International Association of Amusement Parks and Attractions convention. Whew!

What does new Gremlin Girl Michele think of the whirlwind schedule?

"Interesting... very, very interesting," she commented. "What surprised me the most is the people—how friendly they are and easy to get along with. Also, so many are really enthusiastic about playing the game. I look forward to playing more people like that at the convention."

Veteran Gremlin Girl Sabrina is delighted to have Michele aboard.

Michele is not only a good player, she's an excellent teacher for beginning players.

Sabrina added a tip on playing DepthCharge. "Be careful not to let your ship get sunk by the mines, because it cuts your score in half."

With help like that from both Gremlin Girls, you really can't lose.



C. Malcolm Bains and The Gremlin Girls on location at the recent FAMA convention in Miami.



Eastern Music management in Philadelphia gets to know DepthCharge and The Gremlin Girls (from left) Marvin Stein, president; Phil Sternberg, sales manager; Sabrina Osment, Mei Sonier, vice-president; Michele Anderson, and Joe Furi, sales representative.

When the going gets rough Gremlin gets going

by Frank Fogleman

By the new year, I expect Gremlin Industries to offer a new product every 30 days. That's the way I see this company going because the broader our product line, the better reception we'll get. Not that we're going to exploit every kind of product that exists. But we do need to be a supermarket of sorts.

I believe in two simple but sound principles. First, operators want to buy games they know will be good from manufacturers they know will be around next year to give them service. Not that operators won't gamble a bit. But not with the bulk of their investment. They prefer an inventory from fewer but more solid, dependable manufacturers—manufacturers offering a broad product line.

Second, the operator constantly needs new products. People who frequent game rooms, arcades and bars look for new games the moment they walk in. Or they hear from friends that there's a new game and they want to check it out. New games are what keep interest and profits up. It's an ongoing challenge for the manufacturer—and one that Gremlin intends to meet head on.

We continue to hold the major share of the world's wall game business. In responding to current needs, it looks like there'll be a need for a new wall game every six to eight months. We're ready and able to respond.

In the video game line, there probably should be a new entry every 45 to 60 days. And some kind of electromechanical product should be introduced at three or four month intervals. In a year's time, that averages one game every 30 days. Of course, circumstances will develop that alter this rate. We must recognize them and adjust accordingly.

The slump of '77 which affected the whole coin industry is an obvious example. Most reliable sources attribute it to the weather. The severe winter coupled with fuel shortages restricted people's leisure activities in major metropolitan areas. Then came an early summer and people pursued early or extended vacations. The fact that game rooms here in San Diego and other moderate climates were virtually unaffected substantiates the premise.

Cash flow is a good indicator of the health of the coin industry. And let's face it. Cash flow was significantly altered this year.



Operator income dropped 20 to 25 per cent (not 40 or 50 per cent) but the impact was particularly severe on manufacturers and distributors. After operators paid for overhead, what was left went for reinvestment and equipment. There simply wasn't much left. However, I see this as a temporary setback.

If there'd been anti-legislation, I'd be worried. But there hasn't been any in fact. It's just the opposite. Pin games were once outlawed in many cities. San Diego was once a test case. Chicago and New York just legalized them this year.

Another reason to worry would be some replacement product sponging people's leisure time dollars. But money spent on home video games is very small compared with money spent in coin-operated games. Consumer products are mostly impulse purchases used for special occasions. Just as people with televisions still go out to the movies, so they'll continue to go to bars and neighborhood taverns. It's a social outing, with psychological implications.

I'm not the least bit surprised that the pendulum has finally swung back. Now, everyone is concerned about coping with a resurgence in demand.

What the future holds for our industry is simple—everybody wants a winning game. This was never more true than it is today. Ordinarily, operators have been satisfied to buy games that would produce \$100 a week income. It's not good enough anymore. This year a new demand has been created for the top income producers, whether video or wall games, from the top manufacturers. That's what Gremlin is dedicated to building—and being.

play against the clock. There's overtime for tie scores.

Two people can play the electronic teams against each other, zipping the ball down the playing field and moving the goalies. Or one person can play against a cagey computer. There's a pro/amateur switch for different skill levels and changing ball speeds.

Any way you play it, Team Football proves to be the best stand-up act in the business.

themselves in a room with Gremlin's Hustle and assorted non-electronic games. He gives different monetary rewards to three different groups; a fourth group does not expect to receive any money. By recording the games they play and their scores, Ryan hopes to determine which groups are motivated more to play Hustle—and play it well.

Present literature suggests that interest in play can be reduced by pay or other rewards such as trophies, medals or ribbons. Also, it notes that a child's interest in academic work may be lessened by grades or supervision, or pride in keeping his room straight reduced by an allowance.

Conclusions drawn from Ryan's study should be interesting to say the least. Gremlin is delighted that Hustle is part of such a worthwhile and enlightening project. Besides, we know better than anyone that Hustle is a lot of fun.

Team football brings players to their feet

The HUSTLE is half the fun

Maybe the hustle and hassle are all the fun of doing a task well. That's what Psychology Professor Dean Ryan is trying to find out in a motivation study featuring Gremlin's video game, Hustle.

This semester he is using students at the University of California, Davis, to see how motivation based on the pure satisfaction of doing a task well is affected by monetary reward. His hypothesis is that money may actually work as a deterrent rather than an incentive, especially when a person interprets the money as "buying" his services.

To give an example, Ryan compares the college football player on scholarship to the non-scholarship player and asks, "Who is motivated more to play well?"

Using his basic premise, Ryan invites student volunteers to occupy